

VALUE SYSTEM FOR DYNAMIC COMPOSITION OF PAGES

ABSTRACT OF THE DISCLOSURE

Pages are dynamically composed in order to increase the overall value of the page. In one approach, the overall value of the page is a function of the actual values of the page components that compose the page. These, in turn, are functions of the nominal value of the page components and of an effectiveness of the page components on the page. The actual values of the page components are expressed in a same unit of measure, thus facilitating direct comparison of their relative values.